



White List



About E'talonium

Etalonium: a unique stock of model business traffic and a decentralized online platform in the world of fashion. A revolutionary social lift with an integrated platform for selling services - model's contracts, designers, agents and other talents in the fashion industry.

Etalonium Coin - is a good tool to tokenize personal promotion, to create objective value and rise to the top in the global ranking.

Mission:

To build a new, protected fashion industry and create a non-corrupt way to develop one's dream of success and fame.





Market Analisys/Trending



Stable growth:

Fashion is considered to be one of the most perspective e-commerce industries.



2% of global GDP:

According to the recent data, fashion market is estimated to be worth \$2.4-3 trillion.



Commitment to innovation:

Share of transactions on mobile platforms is also growing steadily.

According to "The State of Fashion 2018", the brands more often focuses on e-commerce.



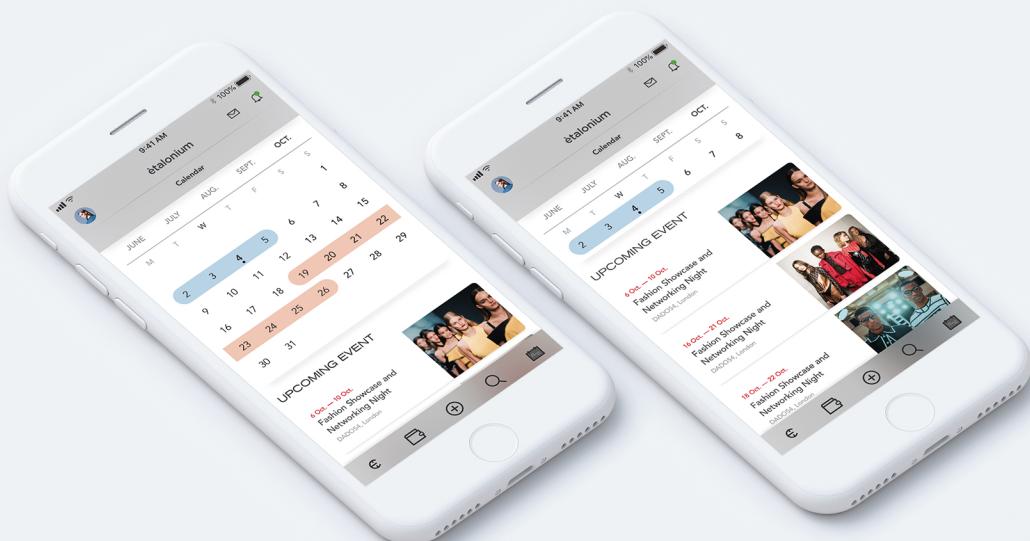
Good forecasts:

According to the data provided by research channel "Statista", by 2022 the industry income is expected to be twice as high.



Personalization is demanded:

Trend #1 in global business processes.





Problems which solves the platform



Fragmentation of the industry:

Fashion - one of the largest and most fragmented industries in the world. It is divided into several components and product categories that are represented in various organisations around the globe.

Solution: globalization in terms of a joint platform and a range of products.



Corruption of the industry:

The agents has their "favorites", that makes the others to stay in the shadow. Therefore, it is necessary to ensure secure environment which allows the models, to have access to the working opportunities in real time.

Solution: to form the community of models and fashion trend-setters, to provide each of them with the personal token, which can be used to improve the rating, reach success and to develop the need of self-actualization.



Sieve effect:

Because of filtering a lot of those who wish to enter the industry could not take advantage of this possibility. Fashion trends are imposed artificially through trend-setters (professionals of the fashion world), their opinions are fundamental for the formation of what is fashionable and expensive and what is not.

Solution: The platform gives an opportunity to everyone who wish to become a trend-setter, there is no more need initial connections and authority, only one's personal earned rating and acquired coins matters.



Problems which solves the platform

🛡 Poor security of the environment:

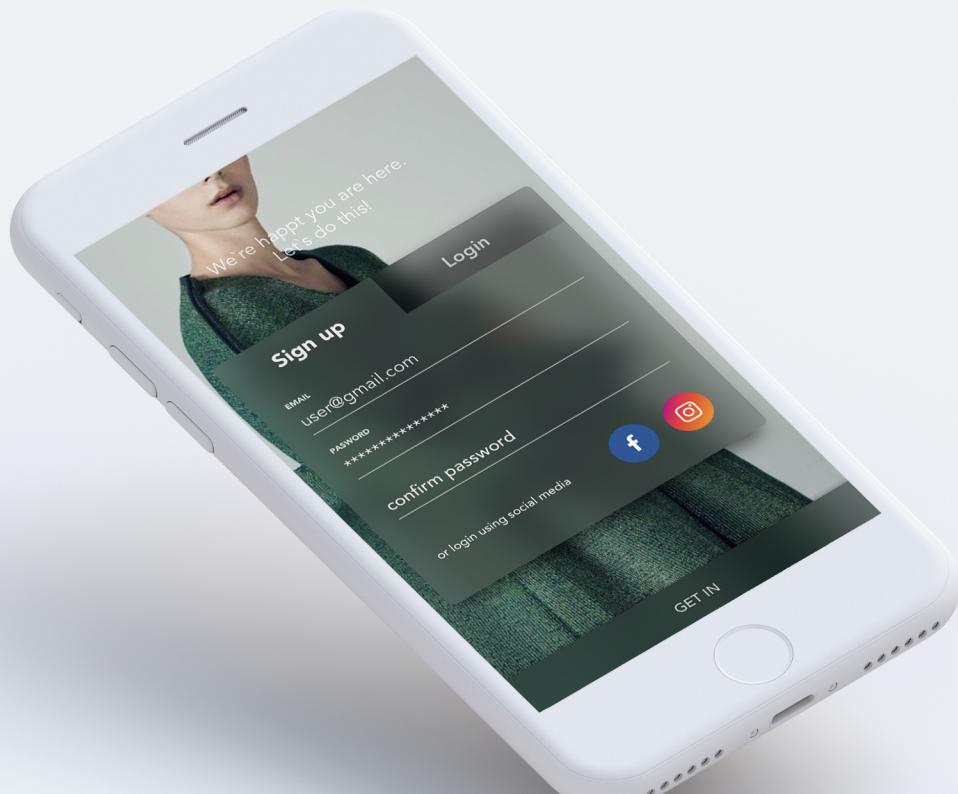
Agencies and customers in the fashion industry provide poor protection to the models or performers, who are not sufficiently protected from scams, non-payments, sexual harassment and slavery.

Solution: Blockchain guarantees the commitments of counterparties and provides a trusting relationship between them.

⭐ False fundamental of rating formation and competence:

There is no "Quality Standard", today it is determined by a group of people and based only on their preferences and experience.

Solution: The rating is formed by collecting data on both amount, feedback about the work done and also on level of interaction with other members of the community.



Platform's Ecosystem

The Model - starts from registration, passes verification according to the requirements, and then to the proposed agents to confirm the information and obtain the rating. After the verification, the model gets a place in the rating and the ability to issue a limited number of tokens but not lower than their numerical value of the rating. Further, the model increases the value of its token by raising their own rating. The rating rises due to the inflow of Etalonium Coin from buyers, agents, investors to a personal smart contract. The model trade their token for Etalonium Coin and pays for services or withdraw it in fiat according to the specified rules. Also, the model who issues a tokens, undertakes to provide appropriate professional services in exchange for tokens.

Fashion-maker (brand) - is being registered, passes verification through an agent and then advertises and sells their services, uses others, sells clothing collections, influences the rating of models and forms its own.

Agent - as an initial investor who has Etalonium Coin, could trade it for tokens of liked models or fashion-makers, confirms and verifies them, confirming their data, contributes to the rating of the model through a personal rating or the number of purchased tokens. Further follows or takes part in the production or development of their heroes. Has the right to resell, output to the Fiat tokens in the reverse order.

The Buyer - pays through Etalonium Coin any product, service or advertising on the platform. Has its own rating but does not have its own tokens.



Platform's Ecosystem

Investor (Trader) - has an amount of Etalonium Coin that were issued during the ICO period, it can benefit both from receiving dividends from the platform's work and from sales after the development period of the platform. Also, the investor buys model's tokens, resells them, produces models, uses services and has weight and rating in the formation of a new society.

Miner - performs network support, ensures the integrity and speed of transactions. Each member of the network can become a miner at any time, thanks to the technology of Proof Of Data.





Functional modules of the platform



The system of reputation and protection of made decisions based on blockchain:

The system of reputation and protection of decisions made based on a Blockchain. At the heart of the reputation module, covering all the activities of the network participant, is the blockchain. It ensures the integrity and reliability of each transaction made and can serve as a guarantor of verification of participant's actions. According to the idea of the system, the rating consists of the initial data of participants and their subsequent activities. Any actions within the framework of the platform affect the rating and can not be falsified due to the blockchain.



Platform with a personal cabinet and a customizable interface:

The personal cabinet includes the user's rating in the system, tools for searching by specified groups with preferences filtering, calendar of events, public calendar of models. The platform has a stylish customizable interface for color categories.



Module of tokenization of your own activity:

User activity (fulfillment of orders, sponsorship, attraction of investors, etc.) ensures the growth of the token. Thanks to the activity of the model itself, its community is created and expanded, which contributes to the recognition of her talent at all possible levels.



Tokenization of time:

Each network member who has his own personal smart contract can create events with his participation, or be marked in already created ones. For tokens of this network participant, other participants can obtain services pre-specified in the publication of the event.



Functional modules of the platform



Wallet:

The wallet is a significantly improved version of the traditional crypto-currency wallet, because it offers not only the ability to accept and send transactions in the project's main currency (Etalonium), but also allows you to manipulate the smartphone tokens created on the Etalonium unit without commission and easily exchange tokens thanks to the built-in tools of the decentralized exchange office.



Matching module:

The module provides communication of the agent with the model or fashion-maker at the stage of entering the Etalonium system. The agent chooses, in his opinion, promising participants from the temporary list and, verifying the authenticity of the page and the specified parameters, invites the temporary participant to become a permanent participant of the network. The module is equipped with search tools and allows the agent to perform confirmation of participants.



Casting module:

The module serves as an initial casting tool for fashion-makers. It includes a chat (video, audio), allows you to evaluate the model. This module is provided for a fee. The casting module is closely connected with the Partner module. The casting result is fixed in the personal profile of the model and fashion-maker, which are stored in a secure decentralized repository. With successful passing of the casting and confirmation of the contract, the event and the text of the contract is fixed in the detachment



Functional modules of the platform



The invitement module:

The module is a service for the organization and tokenization of activities. The interested person can make a public invitation to an event connected with the world of fashion. The inviter indicates the amount of tokens to visit, the event may be paid or may be awarded for a visit. Confirmation of the visit is by means of geolocation and additional conditions set by the organizer.



Rating-module:

All of the above modules participate in the formation of the user's rating in the project. Sources of formation can be divided into three groups (one for each role in the network):

- *For the model - fulfillment of contracts with fashion-makers, sponsor contributions from users and participation in public events.*
- *For the agent - the rating of the models that they are led by. For the agent, it is possible to abandon the model after confirmation. Failure means that the agent returns model tokens and the model rating no longer affects the agent's rating.*
- *For fashion-maker - successfully completed contracts with models, rating of models with which contracts were signed, participation in the partnership program.*



Functional modules of the platform



Geomification:

The project has an access sharing system based on the ranking of participants. It is designed to facilitate the search and interaction with network participants for both fashion-makers, and for models and agents. This system protects against corruption promotion of models and allows to evaluate their real merits and successes, since the whole history of contracts will be preserved in the detachment and protected storage.



Affiliate module (hotels, air, taxi, restaurants, shops, salons):

This module allows the inclusion of industry-related partners, such as beauty salons, cosmetology studios, airlines, taxi services, hotels, restaurants, etc., adjacent to the fashion industry. The module was created to provide discounts and unique conditions for the participants of the platform, and is also an integral part of the financial expenses when investing a certain model. That is, the model is obliged to spend the funds received for a particular partner, depending on the specified purpose of the investment by the agent or investor.



Functional modules of the platform



Marketplace:

Built-in marketplace for brands or beginners fashion-maker for the purpose of selling their own products or services among the platform participants. There is also the possibility of tokenizing services for the formation and distribution of the brand. If a brand wants to attract models to its brand distribution campaign, it can post an ad with a fixed amount of payment attached to it, or create its own unique contract. The model, in turn, fulfills the terms of the contract and advertises the proposed brand or product, for which, after the end of the campaign, receives a specified amount of Etalonium Coin or other remuneration under the contract.



Exchange of tokens:

Within the framework of the project, models and fashion-makers own personal smart contracts. To correctly assess the token of such a smart contract, in a free market, there is a token exchange. Thanks to the technology's capabilities, the exchange is decentralized and is able to function in isolation from the main project servers. For convenience of using such an exchange, a set of trading tools is offered in the desktop and mobile clients:

- *display of the past and current state of the tokens on the exchange in the form of graphs (candles);*
- *depth of the market;*
- *display of currency pairs "Token - EtaloniumCoin";*
- *"glass" of orders.*



Functional modules of the platform



The Messenger:

To ensure the connection of all network members in the project, there is a messenger module. Decentralization of data storage and the presence of a block system also allow the creation of a distributed messaging system. Stability and safety is guaranteed by the availability of the above modules and allows the use of approaches previously mentioned in all previous modules.

